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REMARKS

Claims 1 through 7 were presented for examination in the present application and remain pending upon entry of the instant amendment.

Claims 1 through 7 were rejected under 35 U.S.C. §102 over U.S. Publication No. 2002/0082914 to Beyda et al. (Beyda).

The Office Action asserts that Beyda discloses that the ad delivery engine is operable to select an advertisement for the local ad campaign data based on at least one of a user data, a content data, date, time, host name, available campaigns, targeting data, and scheduling data. Thus, the Office Action asserts that Beyda discloses selecting the advertising based on schedule data and priority order.

Notwithstanding, independent claim 1 now recites the step of extracting update data by executing..... on the basis of "a variable selected from the group consisting of a predetermined patrol time, a predetermined patrol order, a predetermined number of times patrol is to be carried out, a predetermined setting regarding whether or not to cause patrol to be carried out, and any combinations thereof" and that the management terminal is "allowed to set said variable".

Applicant respectfully submits that the schedule data and priority order of Beyda does not disclose or suggest the extracting of claim 1. As such, Applicant respectfully submits that claim 1 is not disclosed or suggested by Beyda. Therefore, claim 1, as well as claims 2 through 6 that depend therefrom, are in condition for allowance. Reconsideration and withdrawal of the rejection to claims 1 through 6 are respectfully requested.

Similar to claim 1 above, independent claim 7 now recites the step of extracting on the basis of "a variable selected from the group consisting of a predetermined patrol time, a predetermined patrol order, a predetermined number of times patrol is to be

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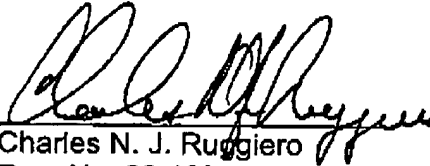
carried out, a predetermined setting regarding whether or not to cause patrol to be carried out, and any combinations thereof'.

Again, Applicant respectfully submits that the schedule data and priority order of Beyda does not disclose or suggest the extracting of claim 7. As such, Applicant respectfully submits that claim 7 is not disclosed or suggested by Beyda. Reconsideration and withdrawal of the rejection to claim 7 are respectfully requested.

In view of the above, it is respectfully submitted that the present application is in condition for allowance. Such action is solicited. If for any reason the Examiner feels that consultation with Applicant's attorney would be helpful in the advancement of the prosecution, the Examiner is invited to call the telephone number below.

Respectfully submitted,

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